



**TOURISM ADVISORY COUNCIL
UNIVERSITY of MONTANA—WESTERN
MATHEWS HALL
DILLON, MONTANA
JUNE 4-6, 2012**

Persons may address the Tourism Advisory Council in Dillon at Montana State University Western. Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Carmen Levick, Executive Assistant, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

COMMITTEE MEETING SCHEDULE

All committee meetings and Tourism Advisory Council Meetings are open to the public.

MONDAY, June 4, 2012

- 2:00 - 4:00 pm **Audits & Applications Committee—Mathews Hall, Lewis and Clark Room**
Amber Wood-Jensen—Chair, Bev Harbaugh, Meg O’Leary, Stan Ozark, Jackie Yellowtail, Barb Sanem
- 4:15 - 5:15 pm **Site Selection Task Force—Mathews Hall, Heritage Room**
Meg O’Leary—Chair, Cyndy Andrus, Bev Harbaugh, Bill McGladdery, Carla Hunsley, Debbie Vandeberg, Mike Mergenthaler, Carmen Levick
- 5:30 - 6:30 pm **Executive Committee—Mathews Hall, Heritage Room**
Rhonda Fitzgerald—Chair, Cyndy Andrus, Ed DesRosier, Bill McGladdery, Stan Ozark, Amber Wood-Jensen, Jeri Duran, Anna Marie Moe

Welcome reception at the Comfort Inn-Sponsored by The Comfort Inn & Gold West Country

Comfort Inn

450 Interchange
Dillon, Montana
406-683-6831





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TENTATIVE AGENDA

TUESDAY, June 5, 2012—Mathews Hall—Lewis and Clark Room

8:30 a.m. **Call to Order, Welcome from the Dillon Chamber of Commerce, Introductions**
—Rhonda Fitzgerald, Chair

A. Approval of Minutes

- 1) February 6-8, 2012, TAC Meeting Minutes
- 2) March 7, 2012, TAC Special Meeting via Conference Call Minutes
- 3) April. 11 2012 – TAC Meeting Minutes (Governor's Conference)

Action: Consider a motion to approve the minutes of the February 6-8, 2012, March 7, 2012 and the April 11, 2012 TAC meetings.

B. Changes to the agenda

C. Consent Agenda

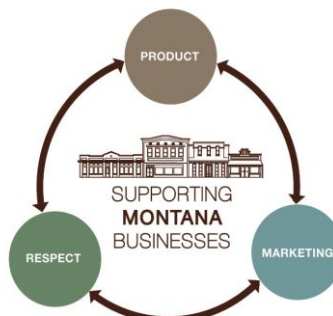
All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

- 1) 2011 Montana Dino Trail Report—Executive Summary

D. Rules of Procedure

Change the wording under **Section H. ORDER OF BUSINESS, Subheading a)** of the Montana Tourism Advisory Council Operating Policy.

Action: Consider a motion to change the current language in the Montana Tourism Advisory Council Operating Policy: Section H, ORDER OF BUSINESS subsection a) to read as follows: **The order of business at regular council meetings shall generally follow the agenda which is sent out 72 hours in advance, but may be modified by a majority vote of the members present. (see Montana Tourism Advisory Council Operating Policy Attachment))**





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E. Montana Office of Tourism (MTOT) Update—Jeri Duran, MTOT Administrator

- Montana Film Office (MFO) Update
- Montana Office of Tourism Staff Updates
- Lodging Tax Revenue Reports

F. Montana Tribal Tourism Update—Ed DesRosier, Jackie Yellowtail

G. Voices of Tourism Update

—Mary Paoli, Mary Paoli, Mary Paoli Communications /Voices of Montana Tourism

H. Presentation - Associate of Applied Science in Tourism and Recreation Degree. What is it all about?

—Dr. Frederick Chilson-Montana State University Western *(invited but not confirmed)*

I. Strategic Outline Update—Kim Holzer

Action: Consider a motion to approve the recommendations of the Strategic Outline Committee

J. Committee Reports

- 1) TIIP Grants Task Force—Kim Holzer, Chair
- 2) Tourism Awards Task Force—Stan Ozark, Chair
- 3) Tourism Research/Public Awareness Committee—Bill McGladdery, Chair
- 4) Site Selection Task Force—Meg O'Leary, Chair
Action: Consider a motion to approve the recommendations of the Site Selection Committee
- 5) Regulations Committee—Amber Wood-Jensen, Chair
Action: Consider a motion to approve the recommendations of the Rules and Regulation Committee
- 6) MTRI—Amber Wood-Jensen, TAC Representative
- 7) Way finding Task Force—Cyndy Andrus, Chair

11:30 a.m.

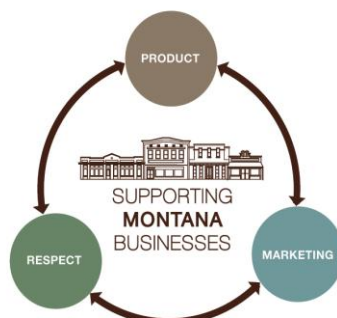
K. Discussion with Area Legislators

Tourism Speaks Presentation—Amber Wood Jensen

12:00 p.m.

Lunch—Dining Hall— (cost is \$6)

Welcome remarks—Richard Storey—Chancellor, University of Montana Western





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1:15 p.m.

L. Public Comment—Mathews Hall—Lewis and Clark Room

Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.

M. Coming Together to Expand Montana's Tourism Story

—Pam Gosink, MTOT Marketing Manager

—Maclaren Latta, Mercury CSC

Pam and Maclaren will be giving an overview of MTOT's efforts supporting and promoting tourism statewide and facilitating several brainstorming sessions including: identifying the specific attributes across the state that visitors want to experience and creating itineraries to attract and retain more visitors throughout the year. In addition, the Montana Office of Tourism will be holding random drawings as part of the workshop. Must be present to win.

N. Recess

O. Reception/Dinner (transportation provided)

BBQ at Bannack State Park/ First Person Presentation

Sponsored By Gold West Country & Dillon Chamber of Commerce





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WEDNESDAY, June 6, 2012—Mathews Hall—Lewis & Clark Room

8:00 a.m. Call to order

A. Consumer Advertising Report—Katy Peterson, MTOT Consumer Marketing Manager

B. Audits & Applications Committee—Amber Wood-Jensen, Chair

Action: Consider a motion to approve the recommendations of the Audits and Applications Committee

C. Executive Committee Report—Rhonda Fitzgerald, Chair

New Business

- Suggest future speakers

Next Meeting

- October 8-10, 2012—(Location TBD at June meeting)

Adjournment

Note: Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Carmen Levick no later than May 18, 2012 to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.

